

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S) : Calabria et al.

TITLE : SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT

APPLICATION NO. : 10/743,520

FILED : December 19, 2003

CONFIRMATION NO. : 7681

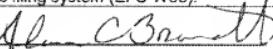
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Commissioner for Patents  
U.S. Patent and Trademark Office  
Alexandria, VA 22313-1450

**EFS TRANSMITTAL LETTER**

Dear Sir:

In connection with the above-identified application, transmitted herewith are the following:

<p><input type="checkbox"/> New Patent Application, including Transmittal  <input type="checkbox"/> Utility <input type="checkbox"/> Design <input type="checkbox"/> Prov. <input type="checkbox"/> Cont. <input type="checkbox"/> CIP  <input type="checkbox"/> Div. <input checked="" type="checkbox"/> RCE <input type="checkbox"/> 371 Submission            pages of Specification</p> <p>14 pages of Claims (57 total claims 5 independent claims)            pages of Abstract            sheets of Formal / Informal Drawings            (Figures )</p> <p><input type="checkbox"/> Declaration and Power of Attorney  <input type="checkbox"/> Preliminary Amendment  <input type="checkbox"/> Claim for Right of Priority: App. No.: filed:            which claims Priority to App. No.: filed:</p> <p><input type="checkbox"/> Request &amp; Certification Under 35 U.S.C.            122(b)(2)(B)(i)</p>	<p><input type="checkbox"/> Information Disclosure Statement, including            PTO Form 1449 and Number of References            (if required)</p> <p><input type="checkbox"/> Response to Notice to File Missing Parts  <input checked="" type="checkbox"/> Amendment E (due: March 16, 2010)  <input checked="" type="checkbox"/> Petition for One Month Extension of Time  <input type="checkbox"/> Response to Notice to File Missing Requirements  <input type="checkbox"/> Response to Restriction Requirement  <input type="checkbox"/> Petition Specify Type  <input type="checkbox"/> Notice of Appeal  <input type="checkbox"/> Appeal Brief  <input type="checkbox"/> Issue Fee and <input type="checkbox"/> Publication Fee  <input type="checkbox"/> Other: Specify</p>
<p><input checked="" type="checkbox"/> One or more fees may be paid via credit card through the electronic filing system (EFS-Web) in association with this submission. If any additional fee is determined to be due as a result of the filing of this submission, the Commissioner is hereby authorized to charge any such additional fees associated with this submission to Deposit Account Number 06-0308.</p>	
<p><input checked="" type="checkbox"/> Should any extensions of time under the provisions of 37 CFR 1.136(a)(1)-(5) be required for this submission, the Commissioner is hereby authorized to charge any such extension of time fees to Deposit Account Number 06-0308.</p>	
<p><input checked="" type="checkbox"/> This submission is being filed on the date indicated below by electronic transmission with the United States Patent and Trademark Office via the electronic filing system (EFS-Web).</p>	
<p>April 16, 2010            Date</p>	 Alan C. Brandt, Reg. No. 50,218